



# USDA Weekly Retail Turkey Feature Activity

Fri. Jun 02, 2006

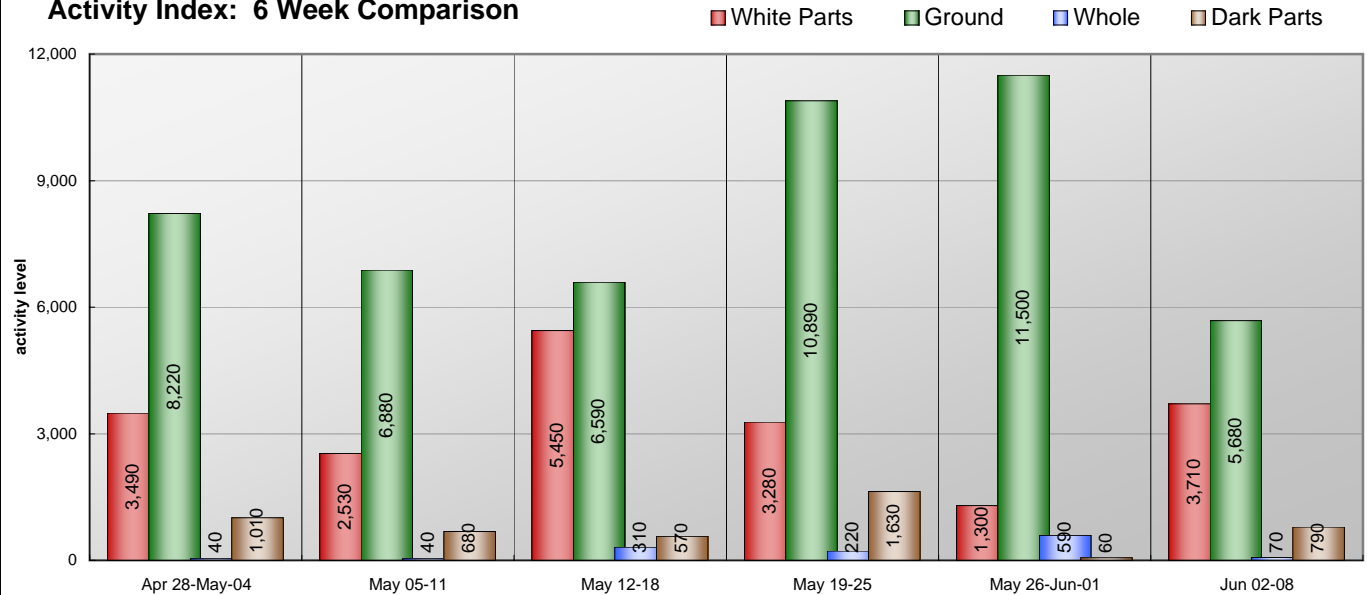
Advertised Prices for Turkey to Consumers at Major Retail Supermarket Outlets during the period of 06/02 thru 06/08.

(prices in dollars per pound fresh unless otherwise noted; does not reflect all turkey items available in the marketplace)

## NATIONAL SUMMARY

	THIS WEEK		LAST WEEK	
<b>Feature Rate 1/</b>	<b>40.4% of 17,000 outlets</b>		<b>41.1% of 17,000 outlets</b>	
<b>Special Rate 4/</b>	<b>11.4%</b>		<b>9.6%</b>	
<b>Activity Index 2/</b>	<b>10,250</b>		<b>13,450</b>	
<b>3/</b>	Stores	Wtd Avg	Stores	Wtd Avg
<b>WHOLE BIRDS:</b>				
Fresh - Hens	40	1.14	520	1.19
" - Toms			30	1.15
Frozen - Hens	30	0.69	20	0.99
" - Toms			20	0.99
<b>PARTS:</b>				
<b>Breast:</b>				
<b>Bone-in, whole</b>				
Fresh	420	2.35	170	1.97
Frozen	320	1.52	90	1.53
<b>Hotel Style</b>				
Fresh			90	1.49
Frozen				
<b>Split, bone-in</b>				
Fresh	10	2.28	60	2.14
Rotisserie	1,250	5.69	300	5.39
<b>Boneless, whole</b>				
Cutlets	740	3.86	350	3.99
Strips	270	3.56		
Tenders	460	3.74	130	3.91
<b>Drumsticks</b>				
Thighs	210	1.16	20	0.99
Wings	320	1.12		
Necks	10	1.39		
Smoked Drumsticks	210	1.01	20	1.59
Smoked Wings	40	1.19	20	1.59
Smoked Necks				
<b>GROUND TURKEY:</b>				
Patties	860	2.42	2,470	2.45
Sausage	960	2.32	3,560	2.23
85% lean	790	1.49	240	1.65
93% lean	2,430	2.12	4,640	2.23
Breast	640	3.92	590	3.99

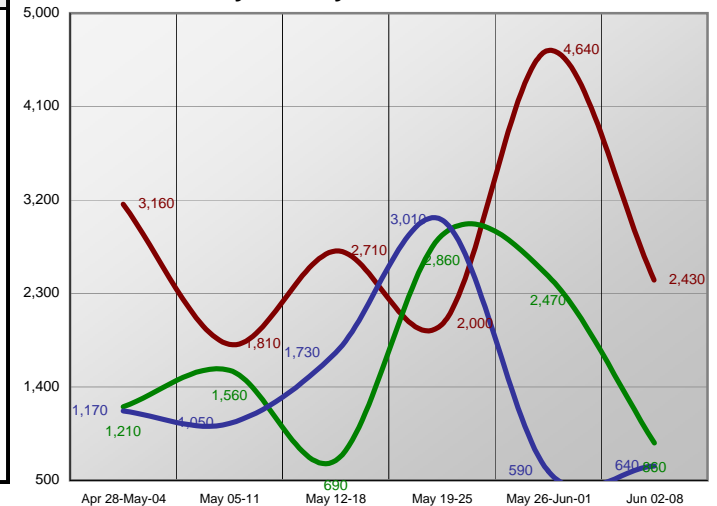
## Activity Index: 6 Week Comparison



## Turkey Featuring - 06/02 thru 06/08

Turkey feature activity is down from last week although about as many sampled stores are carrying a feature on at least one turkey item. While ground turkey remains more prevalent in ad space, breast cuts are more visible this week led by rotisserie breasts in the deli. Featuring of other breast cuts is about evenly split with ad prices slightly lower on average. Dark parts are enjoying an increase in feature activity, particularly fresh drums and wings. Ground turkey is being featured at about half the pace of last week with lean 93% most common and other types about evenly split. Price levels, though, are down from the past week.

## Ground Turkey Activity



All report information gathered from publicly available sources including store circulars, newspaper ads, and retailer websites.

**1/: FEATURE RATE:** the amount of sampled stores advertising any reported turkey item during the current week, expressed as a percentage of the total sample. **2/: ACTIVITY INDEX:** a measure of the absolute frequency of feature activity equal to the total number of stores for each advertised turkey item (e.g., a retailer with 100 outlets featuring 3 turkey items has an activity index of 300) **3/: STORES/AVG:** the total number of advertising outlets and the weighted average price weighted by the respective number of outlets. **4/: SPECIAL RATE:** the percentage of sampled stores with a no-price promotion (e.g., buy 1, get 1 free, etc.)



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	EASTERN U.S. (CT,DC,DE,FL,GA,MA,MD,ME,NC,NH,NJ, NY,PA,RI,SC,VA,VT,WV)			CENTRAL U.S. (AL,AR,IA,IL,IN,KS,KY,LA,MI,MN,MO,MS,ND, NE, OH, OK,SD,TN,TX,WI)			WESTERN U.S. (AZ,CA,CO,ID,MT,NM,NV,OR,UT,WA,WY)		
Feature Rate 1/ Special Rate 2/ Activity Index 3/	35.7% of 7,900 sampled outlets 7.9% of stores w/ no-price promotions Activity Index = 5,140			46.0% of 5,200 sampled outlets 10.8% of stores w/ no-price promotions Activity Index = 3,200			42.4% of 3,900 sampled outlets 19.4% of stores w/ no-price promotions Activity Index = 1,910		
	Price Range (\$/pound)	Summary Stores    Wtd Avg		Price Range (\$/pound)	Summary Stores    Wtd Avg		Price Range (\$/pound)	Summary Stores    Wtd Avg	
<b>WHOLE BIRDS:</b>									
Fresh - Hens	0.99	10    0.99					1.19	30    1.19	
" - Toms									
Frozen - Hens				0.69	30    0.69				
" - Toms									
<b>PARTS:</b>									
Breast:									
Bone-in, whole									
Fresh	1.19 - 2.59	410    2.35					2.29	10    2.29	
Frozen	1.29	110    1.29		1.49 - 1.79	210    1.63				
Hotel Style									
Fresh									
Frozen									
Split, bone-in									
Fresh				2.28	10    2.28				
Rotisserie	2.99 - 4.49	400    4.46		3.99 - 6.99	540    6.25		5.99 - 7.99	310    6.30	
Boneless, whole				2.99 - 3.49	240    3.46				
Cutlets	3.99 - 4.59	320    4.05		3.49 - 3.99	250    3.53		3.99	170    3.99	
Strips	3.99	40    3.99		3.49	230    3.49				
Tenders	3.99	40    3.99		3.49	230    3.49		3.99	190    3.99	
Drumsticks	1.09 - 1.39	210    1.16							
Thighs									
Wings	0.99 - 1.59	320    1.12							
Necks	1.39	10    1.39							
Smoked Drumsticks				1.00 - 1.28	210    1.01				
Smoked Wings				1.18 - 1.19	40    1.19				
Smoked Necks									
<b>GROUND TURKEY:</b>									
Patties	1.99 - 2.99	810    2.40		2.50	30    2.50		2.99	20    2.99	
Sausage	1.99 - 2.50	830    2.30		2.00 - 2.45	120    2.36		2.87	10    2.87	
85% lean	1.38	10    1.38		1.15 - 1.66	370    1.31		1.66	410    1.66	
93% lean	1.99 - 2.80	1,290    2.29		0.99 - 2.40	670    1.85		1.87 - 3.19	470    2.06	
Breast	3.69 - 3.99	330    3.91		2.99 - 3.84	20    3.10		3.99	290    3.99	

Note: See page 1 for explanatory notes.